

## **Fundraiser Advertising and Marketing Or How Do I Get the Word Out?**

The success of our fundraisers depends on appealing to and reaching the widest audience possible. Here are the many ways we can reach out and touch our audience and the points of contact for each. Use as many ways as are appropriate for your event. In most cases, it will be fine to use the same write-up for all of them.

You might want to consult this guide early in your planning process so you can map out which advertising venues are best for your fundraiser. Be sure to allow plenty of lead time (this will vary from fundraiser to fundraiser). You may want to send the email announcement more than once.

- ***rhsmusic* group alias: [rhsmusic@yahoogroups.com](mailto:rhsmusic@yahoogroups.com)**
  - What is it – *rhsmusic* is a moderated alias through Yahoo Groups. The Executive Board serves as the moderators – they approve or decline all emails posted to it.
  - Audience – anyone (mostly music department families, but may include many graduated families) who has signed up for it. A link to the signup page is available on our website.
  - Process to post an announcement
    - Compose an email describing the particulars of your event, include a catchy descriptive subject; be sure to include points of contact.
    - The ‘to’ address is [rhsmusic@yahoogroups.com](mailto:rhsmusic@yahoogroups.com)
    - Send the email.
    - The email will go to the moderators who will either approve it or disapprove it (unlikely). If it is disapproved, you’ll be told why.
    - The email will then be distributed to everyone who is part of the alias.
- **eSchoolNewsletter**
  - What is it – eSchoolNewsletter is a similar concept to the *rhsmusic* group alias; the recipient subscribes to the service and receives all postings; through the eSchoolNewsletter system, principals and county officials can email important news and information directly to students and parents; the quantity and type of announcement is completely controlled by the principal – Dr. Kaufman is the moderator.
  - Audience – anyone at Reservoir High School who has signed up to receive emails through eSchoolNewsletter
  - Process to post an announcement
    - Compose an email describing the particulars of your event, include a catchy descriptive subject; be sure to include points of contact; make the announcement as short and pertinent as possible
    - Send the email to [president@rhsmusic.com](mailto:president@rhsmusic.com) . The president will forward it to Dr. Kaufman who will approve or disapprove the announcement.
    - The email will then be distributed to everyone who is part of the alias
- **Music Department Calendar**
  - What is it – the music department calendar contains all the events during the school year that affects the music department – competitions, festivals, fundraisers, money due, Spring Trip, rehearsals, etc. It is kept online for the music booster parents and students at [www.rhsmusic.wikispaces.com](http://www.rhsmusic.wikispaces.com) and is updated by the webmaster or the Board. It uses the Google calendar. Its accuracy depends on the Boosters updating it; it is not something done by the Directors
  - Audience – Music booster parents and students
  - Process to post a date
    - Send an email to [webmaster@rhsmusic.com](mailto:webmaster@rhsmusic.com) or to [treasurer@rhsmusic.com](mailto:treasurer@rhsmusic.com) with the date, time and event you want included on the calendar

- The site will then be updated (usually within 24 hours) and anyone who goes to the site will see it.
- **rhsmusic website**
  - What is it - The Music Boosters' site uses a wiki which is a free collaborative workspace on the Internet. Its address is [www.rhsmusic.wikispaces.com](http://www.rhsmusic.wikispaces.com). Everything pertaining to the music department and the Music Boosters can be posted there – calendars, fundraisers, upcoming events, downloadable forms, etc.
  - Audience – anyone who knows that the site is there; it is a passive information flow since someone has to go there to see the information (as opposed to active which is delivered to you)
  - Process to post an announcement
    - Chairpersons who wish to may have permission and space to post information about their event. Contact [webmaster@rhsmusic.com](mailto:webmaster@rhsmusic.com) for permissions.
    - If you don't feel able to do it yourself, compose an announcement or order form describing the particulars of your event; be sure to include points of contact.
    - Send an email with the information you want posted as well as where you want it posted – scrolling banner, bullets, new topic, calendar date - to [treasurer@rhsmusic.com](mailto:treasurer@rhsmusic.com) or [webmaster@rhsmusic.com](mailto:webmaster@rhsmusic.com).
    - The site will then be updated (usually within 24 hours) and anyone who goes to the site will see it.
    - This is an especially useful way for our audience to download an order form so be sure to include it as a .pdf to the webmaster.
- **Article in Neighborhoods section of the Howard County Times / Columbia Flier / Laurel Leader**
  - What is it – the local weekly paper contains columns of neighborhood news. An RHS music parent, Chuck Gait, is the representative for the Highland/Fulton neighborhood column, and John Hayes is the rep for North Laurel.
  - Audience – anyone who reads the local weekly paper
  - Process to submit an article
    - Compose an announcement describing the particulars of your event; be sure to include points of contact and our website address for forms if applicable.
    - Lead time for articles is at least 10 days so for the paper that comes out on Thursday, the article needs to be in the columnist's hands by two Sundays before that
    - Email the article to Chuck Gait, [chuckfg@gmail.com](mailto:chuckfg@gmail.com) and John Hayes, [hayesaw@verizon.net](mailto:hayesaw@verizon.net)
- **Take-home Notices**
  - What is it – a flier given to each student to take home, often includes an order form.
  - Audience – the entire or select music department groups; however, given the notorious reputation students have for actually delivering it to their parents, this method MUST be combined with several others to get the word out
  - Process
    - Create your flier, letter, information fact sheet, order form etc
    - Make copies – 300 for the entire music department (allows for 50 extra).
    - Black and white copies can be made at school using the high speed printer. Give the original to one of the Directors and they can do the copies in about 5 minutes.
    - Small numbers of color copies can be made at school also (or at home).
    - A quote for large quantities of color copies should be obtained from Betty Dolan of The Outer Office, 11920 Lime Kiln Rd, Fulton, (301) 604-8400.
    - The expense for large quantities of color copies should be approved by the Executive Board.
- **Community Fliers**
  - What is it – one page, colorful, eye-catching flier with pertinent information on your event – date, time, description, price, point of contact

- Audience – anyone who reads it
- Process
  - Create your flier
  - Make copies.
  - Approach any local business and ask permission to post it – Weis and Bloom have bulletin boards, merchants at shopping centers at Cherry Tree, Montpelier, Fulton Station, next to Bloom, Maple Lawn, Whiskey Bottom, Maple Lawn Community Center, police and fire stations, local churches
- **Feeder School Liaison Program (not implemented yet)**
  - What is it – Music Boosters has established contacts with feeder schools as yet another way to advertise fundraisers.
  - Audience - Feeder schools include Murray Hill Middle, Hammond Middle, Clarksville Middle, and Limekiln Middle. Elementary schools include Hammond, Gorman Crossing, Forest Ridge, and Fulton.
  - Process
    - Create your flier allowing enough time to reach the school and be distributed.
    - Email your flier to the music booster feeder school liaison listed below and he/she will take care of the rest.